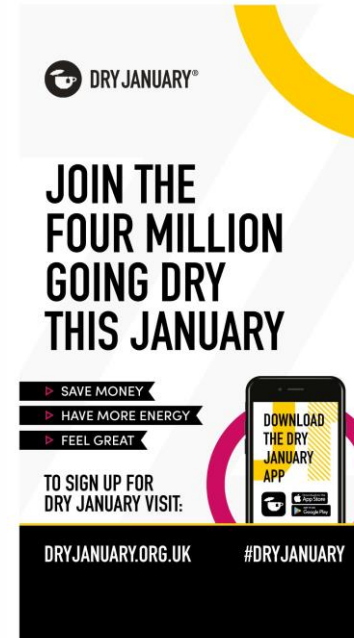


# Alcohol



# Dry January 2020

- Promotions included
  - Press release
  - Article in Durham County News
  - Digital adverts
  - Social media
  - Internal communications
- Local case studies at <http://www.reducemyrisk.tv/hints-and-tips/>
- Press release by Balance end of January with top tips for February and beyond



Durham County News item

Example of this year's digital advert



Try a Dry January

This one-month challenge could help you reset your relationship with alcohol.

Sign up to Dry January for better sleep, more money in your pocket, healthier insides, more energy and brighter skin.

[www.durham.gov.uk/alcohol](http://www.durham.gov.uk/alcohol)  
[www.alcoholchange.org.uk](http://www.alcoholchange.org.uk)

# What's the harm – alcohol before 18

- Digital adverts in run up to Christmas.

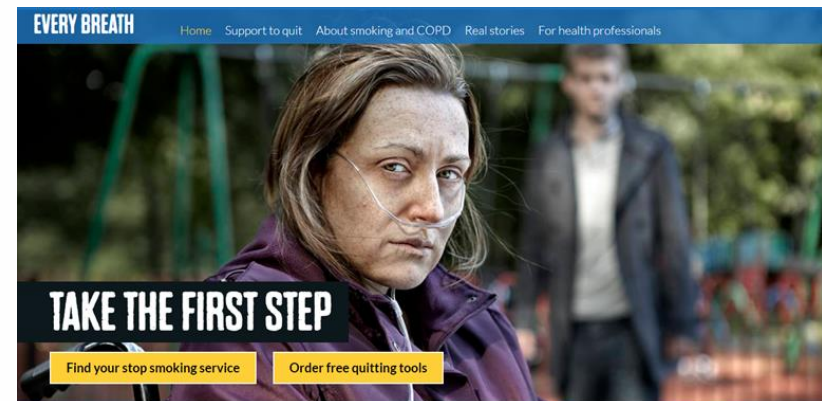


County Durham Health & Wellbeing Board

# Tobacco



**Keep it out campaign  
Launched 20 January**



**Every breath campaign  
Launched 2 March**

# Keep it out

- Featured the following promotions by Fresh and supported by partners.
  - Press release, radio advertising, digital display advertising, Facebook advertising, leaflet drop to households in target areas.
- [www.keep-it-out.co.uk](http://www.keep-it-out.co.uk) includes facts about illegal tobacco and an anonymous reporting form
- Campaign uplift including internal messages and social media.



# Every breath campaign

- Raising awareness around smoking and COPD
- Features the following promotions from Fresh
  - TV advertising/video on demand, radio advertising, Facebook and digital display, press. Also field marketing at UHND 6 March
- Campaign uplift including posters, leaflets, social media, digital display adverts
- Campaign linked with No Smoking Day – 11 March



County Durham  
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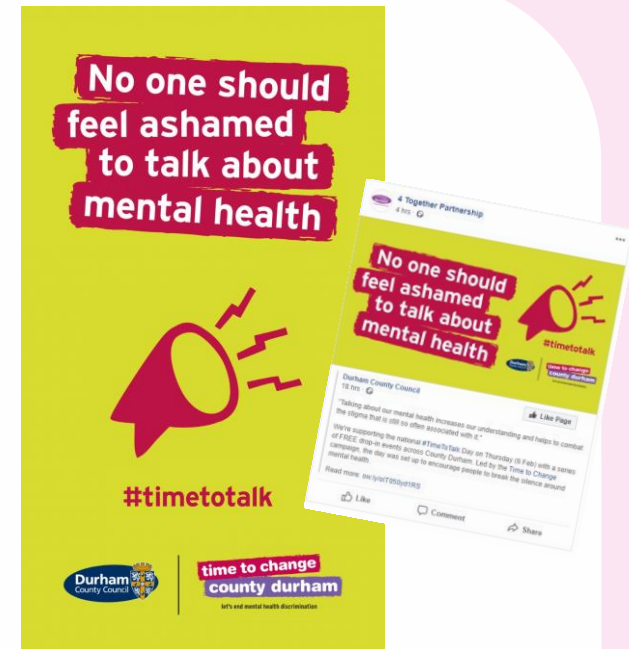
# Mental health

**time to change**  
**time to**  
**talk day**  
**06/02/20**

County Durham  
Health & Wellbeing  
Board

# Time to Talk Day – 6 February

- Advertising – bus shelter adverts in major towns, park and ride buses, digital screens
- Social media posts
- DCC Leader column in Durham Advertiser series on 6 February
- Internal promotions for staff
- Range of events by partner organisations including
  - Pop up choir at Durham Town Hall
  - Man Health community event at Tudhoe
  - Stamp it out group, Durham
  - Upper Teesdale Agricultural Support Services youth project
  - Wellbeing for Life Tea and Talk, Clayport Library
  - Time to Talk Time to Share, Blackhall Library



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# Flu

**HELP US  
HELP YOU**

**STAY WELL THIS WINTER**

**County Durham  
Health & Wellbeing  
Board**

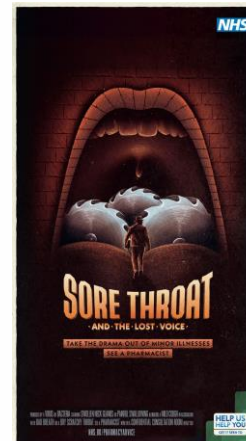
# Help us help you - stay well this winter

- Continued promotional support through:
  - Web and social media channels
  - Digital advert and TV screens
  - Bus shelter adverts around county
- Targeted communications for 2-3 year olds through Early Years service
- Catch it, bin it, kill it messages from Public Health England shared through social media



## Get it seen – Pharmacy advice

- Launched January
- Digital display advertising



County Durham  
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# Cervical screening



# Cervical screening

- Campaign developed by Public Health South Tees
- Rolled out in County Durham in January – targeted to areas of low take up
- Bus shelter advertising, digital display adverts, customer access points
- Community newspaper adverts  
Shildon Town Crier, Newton News and Ferryhill Chapter



#### IMMANUEL METHOD

any at 7pm, there will be a Special Evening of Ministry with International Evangelist and teacher, Yan Hadley, founder of New Life Ministry Trust, strengthening, equipping and motivating the people of God.  
For more information or to make enquiries about these and other events, call 07707 562646, email: icfworship@shoo.co.uk or visit [www.icfworship.co.uk](http://www.icfworship.co.uk).  
The church also holds a weekly prayer meeting on Tuesdays, starting at 7pm.  
Bible Study is held on Thursdays, also starting at 7pm.  
Light refreshments will follow each meeting.  
On Tuesday, 4th February,

**DINNER DANCES AT THE CIVIC**  
AFTERNOON DINNER Dances, organised by Age UK, are set to take place on the first Wednesday of each month from Wednesday 5th February. Dances will be held from 12 noon - 3pm at Shildon Civic Hall and cost

**HUMBLES GARAGE**  
1 BRIDGE STREET | SHILDON, CO. DURHAM  
01388 778070 | 07778 117 778  
MORE: MOTORS, BUSES, CARS AND VANS  
SERVICING  
TYRES  
EXHAUSTS  
WE ARE NOW CLOSED ON SATURDAYS

#### EDUCATION UK APPRENTICESHIP?

ANYONE WHO lives in the Shildon area who is struggling to get to work, an apprenticeship or education because of the lack of public transport may be eligible for a moped loan scheme.  
For £30 a week, the Wheels 2 Work scheme can offer the loan of a moped with a full pack-

age of support to people who are struggling with transport.  
You can also contact the scheme by email at [info@w2w.co.uk](mailto:info@w2w.co.uk), call 0191 303 8442, 07460 068688 or 07474 668884 or you can contact the scheme on social media by searching for @w2wuk on Facebook.

ing saves lives  
ne missing out...  
ee your GP  
eeningsaveslives.co.uk  
lth South Tees

